

Application No.: 10/014,958

Docket No.: SONY 3.0-012

IN THE CLAIMS

14. (currently amended) A method comprising:

broadcasting a site signal within a site representing a plurality of item records associated with a plurality of items within the site, each said item record comprising item identifier information and item location information, said item identifier information describing said items and said item location information ~~describing~~ the location of said items within the site;

receiving the site signal at a remote device within the site;

using the remote device to compare at least some of the item identifier information in the site signal with user selected item information stored on the remote device; and

displaying to a user the item identifier and item location information that match the user selected item information based on the comparison,

wherein the site signal includes a first broadcasted signal, the first broadcasted signal including the item identifier information and at least some of the item location information, and a second broadcasted signal, the second broadcasted signal relating to one or more of the matched items and being broadcast at a point proximate to the location of the matched item within the site.